

## EDITORIAL: PROJECTING THE FUTURE, THE FUTURE IS NOW!

The fourth edition of ICIEMC was dedicated to the reflection about the current changes and trends in key areas and the importance of these changes for the organizations and the consumers. From artificial intelligence to gamification or neurosciences, passing through other emerging technologies and their roles (e.g. wearables) or fintech companies, a lot was going on around us and is molding the future in ways we could not suspect in our present time.

The 2020 edition of ICIEMC sought multidisciplinary perspectives related to this dynamic environment and their possible impact in consumer behavior, innovation trends, finance and marketing.

We never imagined when we launched the call for papers that the Covid-19 pandemics would prove how dynamic was the environment, taking over our lives and altering business, education, state intervention and societies. Initially planned to take place in May, ICIEMC 2020 was postponed and later on rescheduled in November, moving entirely to virtual format.

Days before the conference will take place, and looking into 2021, the pandemics is still present. So, **ICIEMC 2021** will maintain its virtual format for one more year. We'll be back in July 2021, with our fifth edition fully focused on the pandemics effects: **(Post)Pandemic changes in business, marketing & consumer behavior**. Please check our site for further details: <http://iciemc.pt>.

In the following pages, you may find the submissions to be presented at ICIEMC 2020. They are ordered alphabetically, after the surname of the first author.

Irina Saur-Amaral & Elisabete Vieira (ICIEMC 2020 Conference Chairs)